

# MECHANICAL

	WIDE X DEEP
full page	7 x 9.75
full page w/bleed	7.875 x 10.75
2/3 page	4.5 x 9.75
2/3 page w/bleed	5.125 x 10.75
1/2 island	4.5 x 7.375
1/2 island w/bleed	5.125 x 8
1/2 horizontal	6.875 x 4.625
1/2 horizontal w/bleed	7.875 x 5.375

**Final Trim size:** 7.625 in. x 10.5 in.

**Final Spread Trim size:** 15.25 in. x 10.5 in

**Binding method:** Perfect bound

*Please make sure all digital ad files match the ad dimensions listed. Penton Media reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads to fit the ad dimensions indicated in the rate card.*

	WIDE X DEEP
1/2 vertical	3.25 x 9.75
1/2 vertical w/bleed	3.875 x 10.75
1/3 vertical	2.125 x 9.75
1/3 vertical w/bleed	2.625 x 10.75
1/3 square	4.5 x 4.625
1/3 square w/bleed	4.875 x 5.125
1/4 vertical	3.25 x 4.625
1/4 horizontal	6.875 x 2.25
*Spread w/bleed	15.75 x 10.75

**Data File:** Data file ads are all 4-color and follow a set format.

**Ad size:** 2.25 in. wide x 1.625 in. deep

**Size of Color Picture Brochure:** 1.0 in. wide x 1.375 in. deep

**Headline & Copy:** Maximum 12 lines, 22 characters per line, including space.

**Company Name, City & State:** Across the bottom. Maximum 46 characters, including spacing.

## GUIDELINES FOR SENDING ELECTRONIC FILES

Ads should be uploaded to [www.pentondigitalads.com](http://www.pentondigitalads.com)

When sending electronic files, please use the following specifications / instructions:

- 1. Platform:** Macintosh or PC accepted.
- 2. Files accepted:** PDF (Prepress high resolution) or Postscript files only. Instructions will be provided upon request. We can handle native application files (InDesign, QuarkXpress, Pagemaker, Freehand, Illustrator, Photoshop, CorelDraw); however, there will be an **additional charge** for this service (to convert to the industry standard format).
- 3. Color:** Send all files in CMYK mode. RGB files must be converted. Please indicate any Spot Pantone colors on the checklist. If a Pantone color is not being run, please convert to process.
- 4. Images:** MINIMUM resolution required is 300dpi for full-color artwork or grayscale. At least 1,200dpi for Bitmap (B&W / line art). Images and logos from websites are NOT usable for print ads; they are low-resolution images (72dpi).
- 5. Proof:** A proof of the ad **MUST BE** provided. For B&W, please provide a laser proof. For color ads, to insure accurate color, provide color breaks and/or a SWOP approval color proof. When sending files via website, fax a copy of the ad for document layout. **Also include a copy of the Digital Advertising checklist with all ads.**
- 6. Please make sure all digital ad files match the ad dimensions listed.** Penton Media reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads to fit the ad dimensions indicated.

## MAILING INSTRUCTIONS

Contracts, insertion orders, and correspondence and printed materials—but no inserts—should be addressed to Medical Design, Attn: MICHELLE MODTLAND, Production Department, Penton Media, 9800 Metcalf Ave., Overland Park, KS 66212 Consult publisher for shipping instructions for all pre-printed inserts.

General Regulations:

- Agency commission: 15% to recognized agencies.
- Bills rendered: Publication date.
- Terms: Net 30 days.
- Regulations covering acceptance of advertising: As indicated under “Contract and Copy Regulations” appearing in Standard Rate and Data Service (SRDS) Business Publishing Edition.
- Advertising which simulates editorial content: Must carry the word “Advertisement” in eight-point type.